



SPONSORSHIP PACKAGES

28 APRIL – 01 MAY, 2025



“The charter market has grown exponentially over the past decade, with new data from BOATPro showing an isolated spike in superyachts venturing to increasingly remote destinations. Having found freedom and solace in the seclusion of the open water, it seems new and returning guests are now after a new kind of thrill.”

Whether that’s experiencing the ultimate ice bath in Antarctica or exploring Lisbon’s buzzing gastronomic scene, the unparalleled versatility of superyachts for charter ensures perfectly tailored and varied experiences to accompany guests through a lifetime.”



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A WORLD CLASS YACHTING ASSOCIATION

Founded in 1984, MYBA holds an influential and significant role in the superyacht industry.

MYBA works closely with Government Organisations, Coastguards, the International Maritime Organisation, as well as prominent Yacht Owners, Captains and Crew, to curate a luxury experience like no other for their consumers. As it currently stands MYBA boasts more than 430 Members (Corporate and Individual).

The MYBA Charter Show has earned the reputation as the only superyacht event that combines an extensive international network with all the professional tools that the industry needs.

With a proven track record of excellence and significant growth over 34 years, the MYBA Charter Show brings together a curated fleet of superyachts and a qualified audience with the objective of promoting and supporting a sustainable yachting industry.

*For more information on past Charter Shows,
please visit mybashow.com*





BUILDING ON OUR SUCCESS

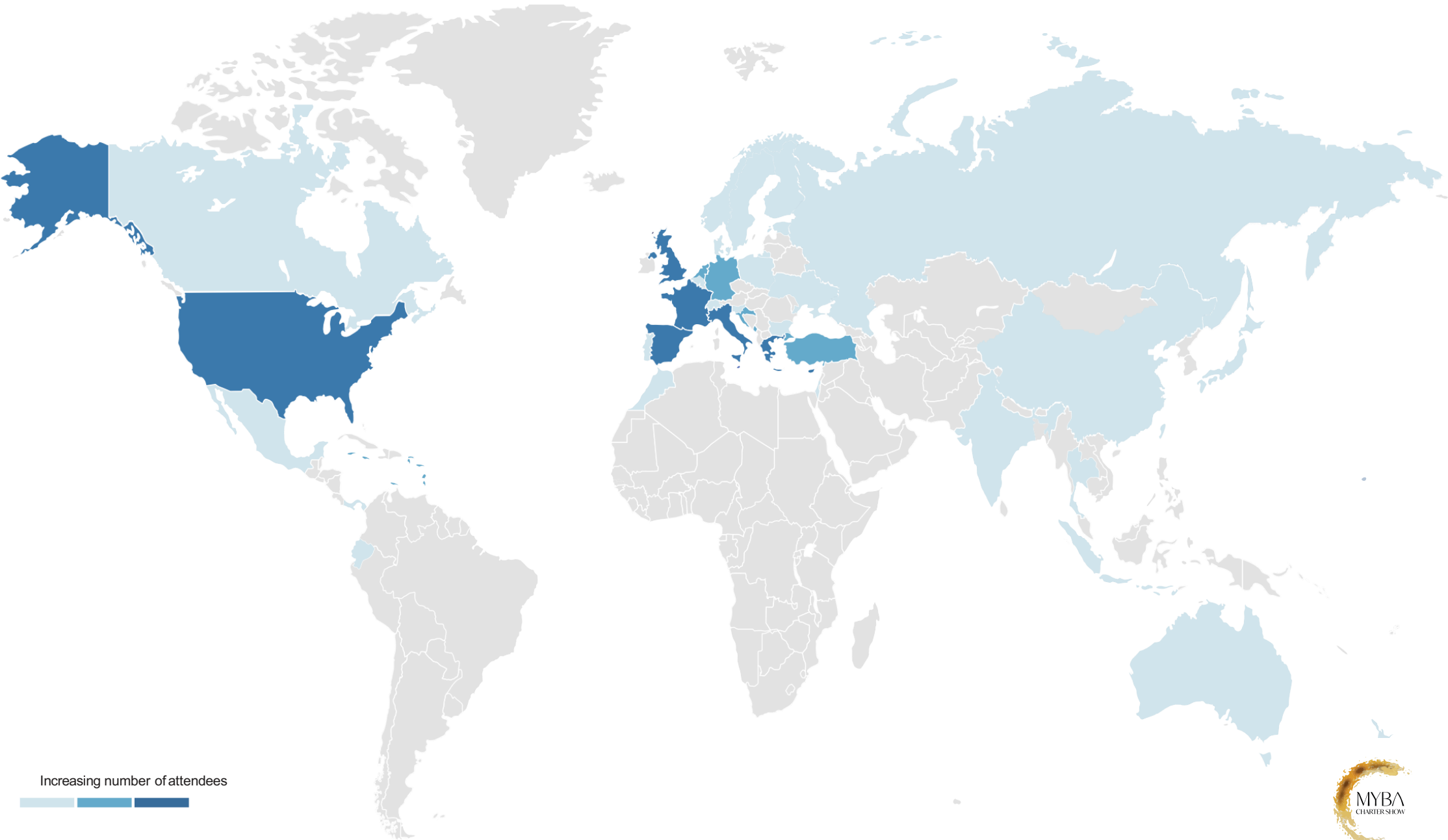
AT THE 2024 SHOW...

- 58 superyachts participated which translates into an impressive 2,558 linear metres
- 9 of those yachts were over 60m in length
- 44.10 metres was the average LOA of attending yachts
- 340 exhibitors manned the 69 stands (companies)
- 570 brokers and charter managers honoured us with their presence
- 573 crew members worked tirelessly to ensure the success of the events

It's a large community and one that means business.



TRULY GLOBAL REACH





OUR AUDIENCE

The MYBA Charter Show has extensive international reach with primary audiences from the United Kingdom, the United States, and Continental Europe. This community provides Sponsors access to many (U)HNW individuals and, by proxy, their networks.

As a leading event on the annual yachting calendar, Sponsors will gain the opportunity to influence industry professionals who drive innovation within the sector forward.

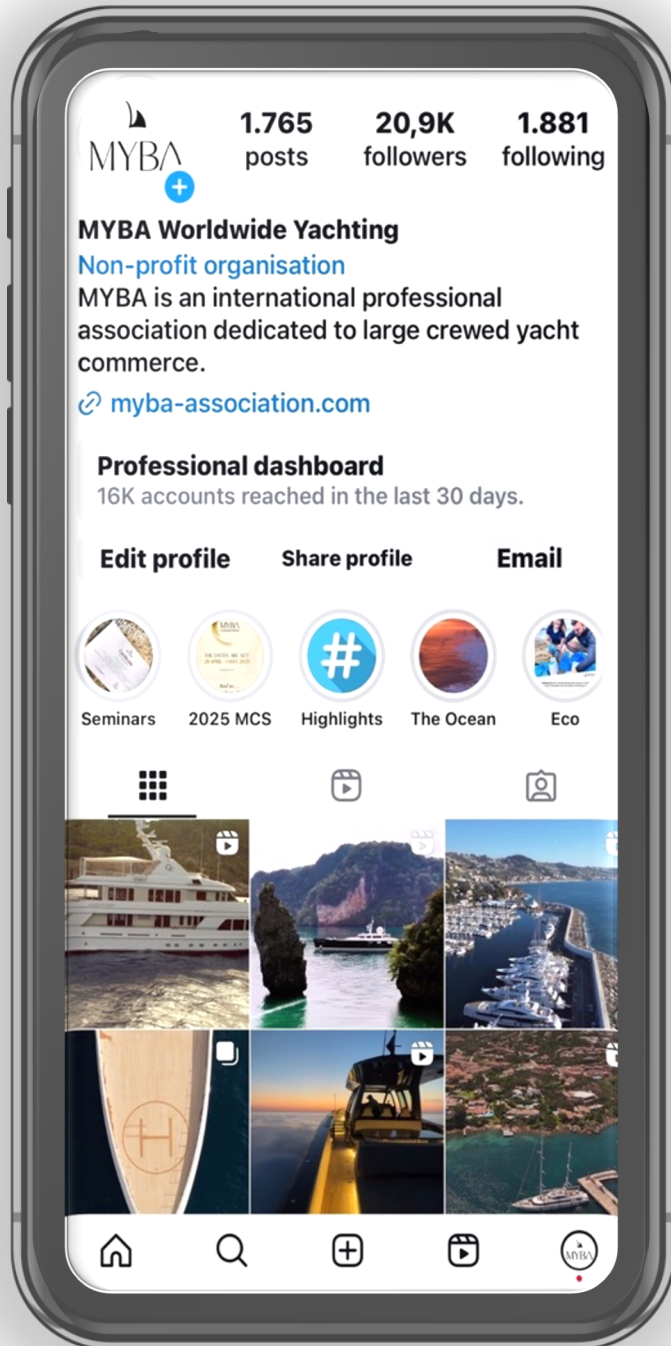
- 73% of yachts over 30m sold in 2023 were by MYBA Members*
- 44.1m average length of a yacht (over 30m) sold by a MYBA Member in 2023*
- 76% of superyachts available for charter are listed with MYBA Members
- 20,600+ of charters agreed worldwide in 2023 were under the MYBA Charter Agreement

* source: Boat International

Key interests of our audience include:

- Travel & Luxury Lifestyle
- Automobiles, Aviation & Boats
- Sports & Fitness
- Real Estate & Residential Properties
- Bespoke design, interiors & fashion





OUR CHANNELS - DIGITAL

The MYBA Charter Show has a strong digital presence, which continues to grow year on year, with Sponsorship providing access to the broader MYBA brand channels.

All social media platforms reach a targeted global audience with high volumes of users based in the United Kingdom, the United States, and Continental Europe. Users actively engaging with our channels are majority male (72% Instagram, 64% Facebook) with a median age between 24 – 44 (57.5%).

The MYBA Charter Show website receives an average of 3,600 unique monthly visitors with a dwell time of over 2 minutes browsing content.

- 32,6% of visitors are returning visitors to the site more than once
- Average of 17, 700 monthly page views
- An international audience, with visitors interacting in over ten (10) different lanaguages

📷 Followers:20,935

90 day statistics
15 May - 12 August

310, 213 Reach
427, 099 Impressions
10,189 accounts engaged

📘 Followers/Likes: 12,407
Average monthly statistics:
37,919 Reach
45,526 Impressions

🌐 Followers/Likes: 9,502
Engagement rate: 15%





OUR CHANNELS - CATALOGUES AND SIGNAGE

The MYBA Charter Show Catalogue is digitally distributed before the event, providing information on events, exhibitors and competitions, and includes varying levels of Sponsor visibility.

A variety of free-standing display units are branded with key Sponsors' elements and are positioned in prime locations across the event, with high levels of footfall.

QR codes will be on these displays, by which attendees can download a digital PDF of the catalogue to their mobile devices.

Platinum Sponsors will have their logo included as part of the digital Site Map.



OUR CHANNELS – KEY EXAMPLES





BECOMING A MYBA CHARTER SHOW SPONSOR

The MYBA Charter Show acts as the guardian and advocate of all Sponsors' activities that take place across the event.

Each year, we embrace a diverse range of support from Sponsors and Exhibitors who work with our Show attendees, providing an invaluable opportunity to establish themselves as thought leaders within the superyacht industry.

The MYBA Charter Show offers a range of Sponsorship options with benefits such as targeted event promotion and online recognition.

Our aim is to increase your engagement with (U)HNW audiences via those who have direct access to them, whilst assisting in the development of new networks.



SPONSOR PACKAGES

The MYBA Charter Show aims to work with a variety of Sponsors, offering a scalable range of packages depending on your needs and objectives. Please note that, as Sponsors move up through the packages, further exclusive benefits are outlined within each.

BRONZE PACKAGE

exclusively for industry organisations

Marks & Designation
Online & Social Media
Advertising
Hospitality & Accreditations
Brand installations
Print Materials
Giveaways
Media & Press
Post-Event Report
Short Summary Report

Organisation to be approved & fee to be agreed with MYBA

SILVER PACKAGE

Marks & Designation
Online & Social Media
Advertising
Hospitality & Accreditations
Brand installations
Print Materials
Giveaways
Media & Press
Post-Event Report
Short Summary Report

€6.000* Funds or €4.000 VIK

GOLD PACKAGE

Marks & Designation
Online & Social Media
Advertising
Hospitality & Accreditations
Brand installations
Print Materials
Giveaways
Media & Press
Post-Event Report
Short Summary Report

€10.000*

PLATINUM PACKAGE

Marks & Designation
Online & Social Media
Advertising
Hospitality & Accreditations
Brand installations
Print Materials
Giveaways
Media & Press
Post-Event Report
Short Summary Report

€20.000*

*exclusive of VAT





NOTABLE DATES & DEADLINES

Branded items:

Artwork proposals: 07 March 2025

Sponsor's approval: 14 March 2025

Press Release

The MYBA Charter Show will reach out to long-lead titles from early December, 5 months prior to the Show, for pre-Show coverage.

Printed Materials:

Artwork proposals: 24 March 2025

Sponsor's approval: 28 March 2025

Social Media:

All Sponsors receive social media promotion with images beginning January 2025. If you have any specific content you would like to use, please submit this at least 48 hours before the scheduled post

Digital Materials:

Catalogue content: 4 March 2025

The MYBA Charter Show:

28 April - 01 May, 2025





FURTHER INFORMATION

In order to benefit fully from your chosen package, your sponsorship should be confirmed by Monday February 03, 2025.

During this time you will be able to:

- Discuss your package options with a MYBA representative
- Submit material for your allocated promotional benefits and catalogue listing
- Discuss payment options

Upon Sponsorship confirmation, content requirements and specific specifications will be confirmed by the MYBA team.

To talk through your options in more detail, please contact:

Sandra Liccione

Portosole Marina

E-mail: sponsorship@mybashow.com

Telephone: +39 392 7311285





QUOTES FROM THE PRESS

"...the MYBA Charter Show plays an important role in making sure the charter guests have the best yachting experiences. The events bring professionals together and give them the opportunity to inspect yachts and to learn from other business professionals. Be it over lunch on the yacht, at one of the social events or through the seminars that are organised.

Our team will continue to visit the event and I encourage every yacht specialist and journalist to visit the event."

- Merijn de Waard, Superyacht Times

"As press, we really appreciate the opportunity to tour some of the latest launches in the charter market at the MYBA Charter Show. We've often visited the shipyards while the yachts are under construction so it's really exciting to see the finished product. We know what details lie behind the beauty that is presented to the brokers. Visiting with the yacht crew, brokers and charter managers helps shape our content in order to bring our readers and followers the most up-to-date and relevant information. Plus, it's fun and well organized!"

- Terry Jacome, Yachting magazine





CONTACT US TO DISCUSS
THE BEST OPTIONS FOR YOUR BRAND!